

DELIVERING CONTENT AND ADVERTISEMENT

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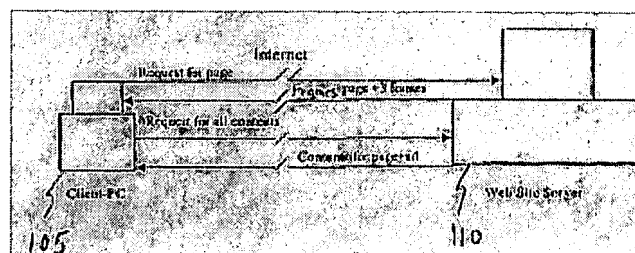
Cited documents:

 US5913040
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Abstract of WO03050744

A method and apparatus for delivering content and advertisement is described. In one embodiment, the method includes: receiving a request for a target web page; sending a frames page including a plurality of frames and a frames page program module (410), where the plurality of frames comprises a content frame and an advertisement frame; receiving a request to load the content frame (415); sending content to load the content frame (412), where the content includes the target web page (412); receiving a request to load the advertisement frame (413). In another embodiment, the method includes: receiving a request for a target web page; receiving a request to load the content frame; sending content to load the frame; receiving a request to load the advertisement frame and sending an advertisement to load the advertisement frame.



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